

ORDER



Orders
Order / Rev: 68536
Alt Order #: 9852564 /Brad
Product Desc: LOU BARLETTA
Estimate: 469
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Barletta/R/Congress
Demographic: A35+
Product Codes: US Congress
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	85	\$47,590.00	\$40,451.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	85	\$47,590.00	\$40,451.50	0.00
Totals	85	\$47,590.00	\$40,451.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	23%	\$47,590.00
Market	100%	\$206,913.04

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$6,207.39
WGAL	38%	\$78,626.96
WHTM	22%	\$45,520.87
WLYH	1%	\$2,069.13
WPMT	13%	\$26,898.70

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHP	10/29/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	4	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			3			\$35.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----			1			\$35.00		0.00			
2	WHP	10/29/12	11/06/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	5	\$75.00	P-2	0.00	NM	7	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5			\$75.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	MT-----			2			\$75.00		0.00			
3	WHP	10/29/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WHP	10/29/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$200.00		0.00			
4	WHP	10/29/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$325.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$325.00		0.00			
5	WHP	10/29/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$275.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$275.00		0.00			
6	WHP	10/29/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$175.00		0.00			
7	WHP	10/29/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$175.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$175.00		0.00			
8	WHP	10/29/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$200.00		0.00			
9	WHP	10/29/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$700.00		0.00			
10	WHP	10/29/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$800.00		0.00			
11	WHP	10/29/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$325.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$325.00		0.00			
12	WHP	10/29/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$140.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$140.00		0.00			
13	WHP	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
14	WHP	10/29/12	11/06/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$2,250.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$2,250.00		0.00			
15	WHP	10/29/12	10/30/12		CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Reg 1 Tue 8p-9p											
16	WHP	10/29/12	10/30/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,850.00	P-2	0.00	NM	1	\$2,850.00
17	WHP	10/29/12	11/06/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
18	WHP	10/29/12	10/31/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$3,000.00		0.00			
19	WHP	10/29/12	11/01/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$3,000.00		0.00			
20	WHP	10/29/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$2,500.00		0.00			
N21	WHP	10/29/12	11/02/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,350.00		0.00			
N22	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----12	:30	3	\$140.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----12		3				\$140.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot See MG 25.2,25.3,25.4,25.5 [Program Change]		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
	2	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot See MG 25.2,25.3,25.4,25.5 [Program Change]		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
	3	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot See MG 25.2,25.3,25.4,25.5 [Program Change]		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
23	WHP	10/29/12	11/03/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$125.00		0.00			
24	WHP	10/29/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$250.00		0.00			
N25	WHP	10/29/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$575.00		0.00			

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N25	WHP	10/29/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$575.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		Sat Reg 2	9p-10p		-----Sa--	:30		(\$575.00)		0.00	NM		
See MG 25.2,25.3,25.4,25.5 [Program Change]															
2	WHP	11/04/12-11/04/12		NFL RS Pre Game	12p-1p		-----Su	:30		\$550.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
3	WHP	11/03/12-11/03/12		SEC Day Game	Various		-----Sa--	:30		\$350.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
4	WHP	11/03/12-11/03/12		Sa 1130p-1230a	1130p-1230a		-----Sa--	:30		\$60.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
5	WHP	11/03/12-11/03/12		Sa 1230a-130a	1230a-130a		-----Sa--	:30		\$35.00		0.00	NM		
Ⓜ MG for 22.3,22.1,22.2,25.1 [MG within Flight]															
26	WHP	10/29/12	11/04/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----11	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----11	2		\$200.00		0.00						
27	WHP	10/29/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$275.00		0.00						
28	WHP	10/29/12	11/04/12	Face the State Face the State	CM	1130a-12p	-----S	:30	1	\$110.00	P-2	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$110.00		0.00						
29	WHP	10/29/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
													Totals	85	\$47,590.00